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WHAT IS CLAIMED IS:

- An apparatus for identifying a requested level of service for a transaction, comprising:
 - computer readable storage media; and
- computer readable program code stored in said storage media, 5 comprising:
 - program code for selecting said requested level of service for said transaction; and
 - program code for assigning said requested level of service to said transaction.
 - An apparatus, as in claim 1, wherein said transaction is a packetized signal comprising at least a data packet, and wherein a service tag is associated with said data packet by said program code for assigning said requested level of service, said service tag including said requested level of service.
 - An apparatus, as in claim 1, further comprising:
 - a) program code for selecting a backup level of service; and
 - program code for assigning said backup level of service to said transaction.
 - An apparatus, as in claim 1, wherein said requested level of service is a predefined service category.
 - An apparatus, as in claim 1, wherein said requested level of service is based on a user identification.
 - 6. An apparatus, as in claim 1, wherein said requested level of service is

based on a transaction type.

- An apparatus, as in claim 1, further comprising a user interface for selecting said requested level of service.
- An apparatus, as in claim 1, wherein said requested level of service includes a plurality of parameters.
- A method for requesting a level of service for a transaction on a network, comprising: selecting said requested level of service for said transaction; and assigning said requested level of service to said transaction.
- A method, as in claim 9, wherein selecting said requested level of service comprises receiving a user-defined level of service.
- A method, as in claim 9, wherein selecting said requested level of service comprises assessing a number of characteristics of said transaction.
- A method, as in claim 9, wherein a network device best provides said requested level of service.
- A method, as in claim 9, wherein said requested level of service is automatically assigned to said transaction.
- 14. An apparatus for routing a transaction over a network based on a requested level of service associated with said transaction, comprising: a number of computer readable storage media; and computer readable program code stored in said number of storage

- 5 media, comprising:
 - a) program code for selecting said requested level of service for said transaction:
 - program code for assigning a service tag to said transaction, said service tag including said requested level of service:
 - program code for reading said requested level of service from said service tag; and
 - d) program code for directing said transaction over said network based on said requested level of service read from said service tag.
 - An apparatus, as in claim 14, wherein said transaction is directed over said network to a device best providing said requested level of service.
 - An apparatus, as in claim 14, wherein said service tag is assigned by program code at more than one point on said network.
 - An apparatus, as in claim 14, wherein said service tag is read by program code at more than one point on said network.
 - An apparatus, as in claim 14, further comprising program code for changing said requested level of service included on said service tag.
 - An apparatus for requesting a level of service for a transaction on a network, comprising:
 - means for selecting said requested level of service; and

means for assigning said requested level of service to said transaction, wherein said transaction is directed to a network device based on said requested level of service.

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 An apparatus, as in claim 19, further comprising means for reading said requested level of service assigned to said transaction.